

*Seminole County CVB
Industry Update – Contingency Plan
March 28 2003
Prepared by Bennett & Company*



Introduction

In light of these uncertain times with the war with Iraq, the Seminole County CVB continues to monitor, evaluate and outline specific contingency strategies for immediate implementation. The contingency plan includes comprehensive sales, marketing, PR and promotion efforts to safeguard the County's largest industry of tourism.

While no one can predict the outcomes of the weeks and months ahead, the Seminole County CVB will support, mirror and implement crisis management procedures as directed by the Board of County Commissioners and compliment our regional and state partner efforts.

Summer 2003 – Current Campaigns

A short-term campaign is already underway to roll out May through August 2003 to attract the summer leisure traveler. These targeted advertising placements include:

- Air Tran Arrivals – In-flight Magazine
- Canadian Travel Press / Florida Sales Guide – Canadian Trade
- National Advertorial Placement – Print and TV
- FSU Seminoles – Online Promotion and Alumni Newsletter
- Family & Friends Free Hotel Night Promotion – direct mail

Approximately \$30,000 dollars of the existing 2002-2003 advertising budget has been allocated toward this summer 2003 campaign.

Contingency Funds – Partner Campaigns¹

Similar to the recovery efforts following September 11, 2001, short and long term plans will be activated to maintain current levels of tourism traffic and hotel occupancy. Proactive campaigns to stimulate the anticipated decline in leisure and business travel will be launched.

State Plans

Visit Florida has prepared a response plan involving all departments within the organization. The plan covers various scenarios arising from a conflict with Iraq, including a short-term conflict (less than 30 days duration); a long-term conflict (more than 30 days duration); a concurrent terrorism event in the U.S. outside of Florida; and a concurrent terrorism event in Florida. All aspects of the plan will be research driven with mechanisms in place to continuously monitor the actual impact of the state's tourism industry and national attitudes towards travel. The results of the research will guide both the timing and the nature of Visit Florida's messages in the marketplace.

For more information on the impact on Florida's tourism industry, please contact:

Visit Florida:

Tom Flannigan, Director of Public Relations; tflannigan@flausa.com 850-488-5607

For a complete copy of the Visit Florida contingency plan, please click on:
www.visitflorida.org and go to “2003 Contingency Plan”.

Local Plans

The Orlando/Orange County Convention & Visitors Bureau, Inc. has determined various scenarios based on the duration of the conflict as well as any in country terrorism incidents that would have an impact on national, state or local tourism as well as the meetings and conventions industry.

OOCCVB: Danielle Saba Courtenay, APR/Rick Gregory
407-354-5586; Fax: 407-370-5002 or media@orlandoinfo.com

Seminole County CVB Advertising

The Seminole County CVB has earmarked an additional \$30,000 of the existing 2002-2003 advertising budget to use in conjunction with regional and state partners for strategic, co-op advertising including these elements:

\$15,000	Visit Florida
\$15,000	Orlando / Orange County CVB

Brand Message

Affordable, Safe, Less Crowded, Family Destination

Target Market

Instate Drive Market
Southeast Region Drive Market
Key Fly Markets – (i.e., New York)

The Seminole County CVB team remains in close contact with both partners for immediate response to appropriate campaign co-op participation. All opportunities will be evaluated on a case-by-case basis.

Additionally, sales, marketing and PR efforts may include any and all of the following:

- “Freedom to Travel” Promotion
- Email Campaign with Brand Messages
- Co-Op PSA – “Florida is Open for Business”
- Proactive Media Relations / Radio Tour in Select Cities
- Consumer Website – News and Information
 - Brand Messages
 - Links to Airport
 - Consumer Version – Domestic and International
- Meetings Planner / Business and Sports Version

Thank you in advance for your continued dedication and support of the CVB efforts as we work together to ensure that Seminole County remains a unique tourism destination in Central Florida.

Sally A. Sherman
Deputy County Manager

Resources:

¹ Information provided by the Orlando CVB – Industry Update (3/7/03)

Seminole County Tourism Contact List and Resources

Seminole County CVB

Main Office	407-665-2900
Sally Sherman	407-665-7224
Kathryn Townsend	407-665-2905
Karen Brown	407-665-2913

PR/Media Relations

Bennett & Company	407-425-6040
Laura Richeson – Cell	407-616-8108
Laura Bennett - Cell	407-701-5454

TDC

Frank Fry, TDC Chairman	407-862-4455
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For more information on the national impact of military intervention in Iraq, please contact the following national industry associations:

AAA: Jerry Cheske, Director Public Relations; jcheske@national.aaa.com 407-444-8005

Air Transport Association: Mike Wascom, Vice President Communications; mwascom@air-transport.org 202-626-4000

American Association of Museums: Jason Hall, Director, Government and Public Affairs; jhall@aam-us.org 202-289-1818

American Bus Association: Lori Levy, Director of Communications; llevy@buses.org 202-218-7223

American Hotel & Lodging Association: Tia Gordon, Manager of Media Relations; tgordon@ahla.com 202-289-3153

American Society of Travel Agents: Eileen Denne, Vice President Communications; edenne@astanet.com 703-739-8707

Amtrak: Karina Van Veen, Media Officer; vanveek@amtrak.com 202-906-3059

Cruise Lines International Association: Diane Orban; dmoa@gti.net 973-605-2121

International Association of Amusement Parks and Attractions: Joel Cliff, Communications Manager; pressoffice@iaapa.org 703-299-5127

International Association of Convention & Visitors Bureaus: Maura Nelson, Vice President Marketing & Communications; mnelson@iacvb.org 202-835-4205

National Restaurant Association: Katharine Kim, Director of Media Relations; kkim@dineout.org 202-973-

National Tour Association: Catherine Prather, Vice President Marketing and Communications; prather@ntastaff.com 606-226-4264

Recreation Vehicle Industry Association: Chris Morrison, Senior Director Marketing Communications; cmorrison@rvia.org 703-620-6003

Shop America Alliance: Pat Lee, Pat Lee & Associates; patlee13@aol.com 303-693-0550

Travel Industry Association of America: Cathy Keefe, Manager of Media Relations; ckeefe@tia.org 202-408-2183.

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